

Phoenix 2010 Census Complete Count Committee (CCC)
Update to MAG POPTAC, December 15, 2009

Over 160 community leaders are involved; the kick-off meeting was held at Phoenix City Hall on February 26, 2009. Gene D'Adamo and Paul Lopez are the Co-chairs; Subcommittees are working to complete action plans by the end of 2009.

Business Subcommittee – Co-chairs Gonzolo de la Melena & Joanna D'Shay

- Initial meeting held on 4/15/09; next meeting will be 12/16/09
- Business case created to generate corporate support of Phoenix census awareness activities; solicitation letters mailed 12/4/09
- Action plan focus is on involvement of small businesses in Phoenix hard to count neighborhoods

Communities of Faith – Co-chairs Rev. Bob Hake & Rev. Eve Nunez

- Initial meeting held on 3/26/09; next meeting will be 1/12/10
- Successful Partnership Support Program application for banners for 60 churches in Phoenix hard to count neighborhoods
- Action plan focus is on involvement of all denominations; initial email blast scheduled for 1/4/10

Community & Schools Subcommittee – Co-chairs Molly Kemp & Dr. Jim Rice

- Initial meeting held on 3/24/09; next meeting will be 12/15/09
- Phoenix Census in Schools roll-out on 1/15/10 at 10:00 a.m.
- Action plan focus is on integrating census awareness messages into existing school and neighborhood communications
- Kathy Beebe under contract to Census Bureau for Phoenix hard to count student and school outreach

Media Subcommittee – Co-chairs Maria Barquin & Art Brooks

- Initial meeting held on 3/4/09; next meeting will be 1/6/10
- Exploring opportunities for Census social media campaign
- Supported Census Bureau's October 7 Spanish Media Breakfast
- Universal English & Spanish brochures and Spanish immigrant community brochures completed

Minority Outreach Subcommittee – Co-chairs Mel Hannah & Janey Pearl

- Initial meeting held on 3/11/09; next meeting on 1/7/10
- Completed Tagalog language flyer for Pilipino community
- Completed LGBT community flyer for Phoenix Rainbows Festival
- Action plan focus is on leveraging agency credibility; intent is to reach hundreds of Phoenix community based organizations via allies program.